

Website Analysis **(MS Word Version)**

Project Goals

These questions are designed to help us understand what you want accomplished. Answers to these questions will assist us in establishing the scope of the work to be undertaken.

1. What are the goals of this project? *(Are there both long-term and short-term goals? What are they?)*
2. Describe for us what you want to accomplish with your website. *(How do your customers currently use the website? How do you want them to use the website in the future?)*
3. Do you want us to gather and analyze information to define website requirements?
4. Do you already have requirements documented from which you want us to design a website?

Project Management

The following questions help us define the type of communication your organization prefers and provide us with contacts with whom we will be working.

1. Who will be the person in charge of the project on your behalf?
2. Will we work with a single point of contact or will we have multiple points of contact?
3. Who are the participants in this project and what are their roles? Where are they located? What are their interests and how important are their interests to the success of this project? What role will they play in this project? *(These may be individuals or organizations with whom we will be working day to day on this project.)*
4. Do you have a preference as to the process you want us to use in working with points of contact and participants? *(Do you want us to use group meetings, individual work sessions, meetings by functional groups, telephone and e-mail exchanges?)*
5. What is the priority of this project for the point of contact? *(Are they dedicated to this project or do they have competing responsibilities?)*
6. What is the process you would like us to follow when we need clarification, receive conflicting information, or need a decision made?
7. Who has the final say in defining requirements?

Deliverables

As a customer, you probably have expectations on what you will receive at the end of this undertaking. These questions are designed to give us some idea of these expectations.

1. What deliverables do you want from us? *(We can provide you with a written proposal, we can make a presentation to your management, we can conduct a follow-up meeting with your points of contact.)*
2. If you prefer a written proposal, do you have a desired format? *(If you have a desired format, please provide us with an example of a document prepared using the format.)*
3. What is the desired timeframe for completion of this project? *(It is helpful for us to know this information as it may have an impact on the recommendations we make regarding this project.)*

Analysis

There are many elements to an analysis to assess your website needs. In order to be certain we meet your needs, it is important that we clearly identify what our work is to cover.

1. Are there external issues or influences that may have an impact on the requirements gathering and analysis that we should be aware of? *(For example, are there environmental or political issues that may impact our work?)*
2. Are there any known future requirements? *(Such as those allowing for expansion or growth?)*
3. Who are your customers/users? What are they looking for when they visit your site?
4. What do you feel is the purpose of your site currently? For example:
 - Tool marketing your organization
 - Information dissemination tool
 - Collecting information from customers
 - Interactive communication mechanism between you and your user